

ORDER



Orders
Order / Rev: 186981
Alt Order #:
Product Desc: House Majority PAC
Estimate: 2046
Flight Dates: 10/17/12 - 10/23/12
Original Date / Rev: 10/12/12 / 10/12/12
Order Type: GENERAL

KMGH

Primary AE: David Lombardo
Sales Office: EWSDC
Sales Region: NAT

Agency Name: Waterfront Strategies
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Issue/House Majority PAC
Demographic: A25-54
Product Codes: PL23-Issue/Prop
Priority: PREEMPTIBLE
Revenue Codes: POL, POL, ISS

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/23/12	69	\$118,650.00	\$100,852.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	69	\$118,650.00	\$100,852.50	0.00
Totals	69	\$118,650.00	\$100,852.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
David Lombardo			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KMGH	10/17/12	10/23/12	7News at 5AM 7News at 5AM	CA	5AM-530AM	MTWTF--	:30	3	\$400.00	P3	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/17/12	10/23/12	MTWTF--		3			\$400.00		0.00				
N 2	KMGH	10/17/12	10/23/12	6-7A News M-F/KMGH 6-7A News	CA	6A-7A	MTWTF--	:30	3	\$750.00	P3	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/17/12	10/23/12	MTWTF--		3			\$750.00		0.00				
N 3	KMGH	10/17/12	10/23/12	GMA M-F 7-9A / KMGH GMA M-F 7-9A	CA	7A-9A	MTWTF--	:30	10	\$850.00	P3	0.00	NM	10	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/17/12	10/23/12	MTWTF--		10			\$850.00		0.00				
N 4	KMGH	10/17/12	10/23/12	430-5A News M-F/KMGH 7News at 430am	CA	430A-5A	MTWTF--	:30	2	\$75.00	P2	0.00	NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/17/12	10/23/12	MTWTF--		2			\$75.00		0.00				
N 5	KMGH	10/20/12	10/20/12	ABC GMA SAT GMA SAT	CA	Sat GMA 6A-7A	-----S-	:30	1	\$300.00	P2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/17/12	10/23/12	-----S-		1			\$300.00		0.00				
N 6	KMGH	10/21/12	10/21/12	7A-8A SUN MORN NEWS 7A-8A SUN MORN NEWS	CA	7A-8A	-----S	:30	1	\$350.00	P3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/17/12	10/23/12	-----S		1			\$350.00		0.00				

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	KMGH	10/21/12	10/21/12	9A-10A SUN MORN NEWS 9A-10A SUN MORN NEWS	CA	9A-10A -----S	:30	1	\$700.00	P2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/17/12	10/23/12	-----S		1		\$700.00		0.00				
N 8	KMGH	10/17/12	10/23/12	9a-930a Right This Minute 9a-930a Right This Minute	CA	9a-930a MTWTF--	:30	4	\$500.00	P2	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/17/12	10/23/12	MTWTF--		4		\$500.00		0.00				
N 9	KMGH	10/17/12	10/23/12	930a-10 Right This Minute 930a-10 Right This Minute	CA	930a-10a MTWTF--	:30	4	\$500.00	P2	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/17/12	10/23/12	MTWTF--		4		\$500.00		0.00				
N 10	KMGH	10/17/12	10/23/12	The View THE VIEW	CA	10A-11A MTWTF--	:30	4	\$1,000.00	P1	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/17/12	10/23/12	MTWTF--		4		\$1,000.00		0.00				
N 11	KMGH	10/17/12	10/23/12	11A-12P News/KMGH 11A-12P News	CA	11A-12P MTWTF--	:30	3	\$800.00	P1	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/17/12	10/23/12	MTWTF--		3		\$800.00		0.00				
N 12	KMGH	10/17/12	10/23/12	The CHEW The CHEW	CA	1157A-1P MTWTF--	:30	3	\$800.00	P1	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/17/12	10/23/12	MTWTF--		3		\$800.00		0.00				
N 13	KMGH	10/17/12	10/23/12	M-F 2-230pm M-F 2-230pm	CA	2-230pm MTWTF--	:30	2	\$500.00	P2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/17/12	10/23/12	MTWTF--		2		\$500.00		0.00				
N 14	KMGH	10/17/12	10/23/12	M-F 230-3pm M-F 230-3pm	CA	230-3p MTWTF--	:30	2	\$500.00	P2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/17/12	10/23/12	MTWTF--		2		\$500.00		0.00				
N 15	KMGH	10/17/12	10/23/12	Katie M-F 3-4pm M-F 3-4pm	CA	3-4pm MTWTF--	:30	4	\$800.00	P2	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/17/12	10/23/12	MTWTF--		4		\$800.00		0.00				
N 16	KMGH	10/17/12	10/23/12	DR. OZ - 4PM Dr. Oz	CA	4P-5P MTWTF--	:30	4	\$1,000.00	P1	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/17/12	10/23/12	MTWTF--		4		\$1,000.00		0.00				
N 17	KMGH	10/17/12	10/23/12	5-530P News M-F/KMGH 5-530P News	CA	5P-530P MTWTF--	:30	1	\$1,000.00	P3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/17/12	10/23/12	MTWTF--		1		\$1,000.00		0.00				
N 18	KMGH	10/21/12	10/21/12	5pm News Sunday 5pm News Sun Local News	CA	5P-6P -----S	:30	1	\$1,000.00	P2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/17/12	10/23/12	-----S		1		\$1,000.00		0.00				
N 19	KMGH	10/17/12	10/23/12	6p-630p JEOPARDY (M-F) 6P-630P JEOPARDY (M-F)	CA	6P-630P MTWTF--	:30	3	\$3,400.00	P1	0.00	NM	3	\$10,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/17/12	10/23/12	MTWTF--		3		\$3,400.00		0.00				
N 20	KMGH	10/17/12	10/23/12	630-7P WHEEL (M-F) 630-7p WHEEL (M-F)	CA	630-7P MTWTF--	:30	4	\$3,400.00	P2	0.00	NM	4	\$13,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/17/12	10/23/12	MTWTF--		4		\$3,400.00		0.00				
N 21	KMGH	10/22/12	10/22/12	ABC Mon A Dancing With The Stars	CA	7P-9P M-----	:30	1	\$14,500.00	P1	0.00	NM	1	\$14,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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N21	KMGH	10/22/12	10/22/12	ABC Mon A Dancing With The Stars	CA	7P-9P M-----	:30	1	\$14,500.00	P1	0.00 NM	1	\$14,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/17/12	10/23/12	M-----		1		\$14,500.00		0.00			
N22	KMGH	10/17/12	10/17/12	ABC Wed A ABC Wed A	CA	7P-8P --W----	:30	1	\$5,000.00	P3	0.00 NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/17/12	10/23/12	--W----		1		\$5,000.00		0.00			
N23	KMGH	10/17/12	10/17/12	Modern Family (only) MODERN FAMILY	CA	8P-830P --W----	:30	1	\$15,000.00	P1	0.00 NM	1	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/17/12	10/23/12	--W----		1		\$15,000.00		0.00			
N24	KMGH	10/17/12	10/17/12	ABC Wed C ABC Wed C	CA	9P-10P --W----	:30	1	\$8,000.00	P2	0.00 NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/17/12	10/23/12	--W----		1		\$8,000.00		0.00			
N25	KMGH	10/21/12	10/21/12	ABC Sun C ABC Sun C	CA	8P-9P -----S	:30	1	\$10,500.00	P1	0.00 NM	1	\$10,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/17/12	10/23/12	-----S		1		\$10,500.00		0.00			
N26	KMGH	10/20/12	10/20/12	10P NEWS - SAT 10P NEWS (SAT)	CA	10P-1037P -----S-	:30	1	\$1,000.00	P2	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/17/12	10/23/12	-----S-		1		\$1,000.00		0.00			
N27	KMGH	10/17/12	10/23/12	10P NEWS - M-F/SU 10P NEWS (M-F/SU)	CA	10P-1037P MTWTF-S	:30	1	\$2,600.00	P2	0.00 NM	1	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/17/12	10/23/12	MTWTF-S		1		\$2,600.00		0.00			
N28	KMGH	10/17/12	10/23/12	Jimmy Kimmel Jimmy Kimmel	CA	11:03P-12:07A MTWTF--	:30	2	\$400.00	P2	0.00 NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/17/12	10/23/12	MTWTF--		2		\$400.00		0.00			
											Totals	69	\$118,650.00